

**Listing of Claims:**

1. (Previously Presented) A method comprising:  
receiving information from a product tag in response to scanning the product tag with radiation, the received information including encoded text segments;  
converting the received information to obtain the text segments, the text segments including a first text segment and a separate meta tag having one of one or more associated values, each of the associated values corresponding to a different rule;  
parsing the text segments and identifying the first text segment and the meta tag; and  
displaying the first text segment in a manner determined by the rule corresponding to the one associated value.
2. (Previously Presented) The method of claim 1, wherein the product tag is a radio frequency identification tag, and wherein receiving information from a product tag comprises receiving information in response to scanning the radio frequency identification tag with radiation originating at a mobile terminal.
3. (Previously Presented) The method of claim 1, wherein the receiving information from a product tag comprises receiving information in response to scanning the product tag with light.
4. (Original) The method of claim 1, wherein the meta tag comprises at least one character.
5. (Original) The method of claim 1, wherein the meta tag consists of one character.
6. (Previously Presented) The method of claim 1, wherein the manner determined by the rule corresponding to the one associated value comprises adding text to the first text segment.

7. (Previously Presented) The method of claim 6, wherein the manner determined by the rule corresponding to the one associated value comprises formatting the first text segment.
8. (Previously Presented) The method of claim 6, wherein the manner determined by the rule corresponding to the one associated value comprises converting the first text segment to a hyperlink to a computer network site.
9. (Previously Presented) The method of claim 8, further including:  
receiving product information from the computer network site.
10. (Previously Presented) The method of claim 8, wherein converting the first text segment to a hyperlink comprises searching a domain name database for an entry that corresponds to the first text segment.
11. (Previously Presented) The method of claim 1, further including determining whether wireless network access is available for a terminal having a display device on which the first text segment is displayed.
12. (Previously Presented) The method of claim 11, wherein the manner determined by the rule corresponding to the one associated value comprises expanding the first text segment into a hyperlink to a local or remote network site, which allows access to respective information depending on whether the wireless network access is available.
13. (Canceled)
14. (Previously Presented) The method of claim 1, wherein the text segments include at least one formatting code.

15. (Original) The method of claim 14, wherein the at least one formatting code comprises an HTML tag.

16. (Original) The method of claim 1, wherein the product tag comprises a radio frequency identification tag.

17. (Previously Presented) The method of claim 1, wherein the text segments include a second text segment and the second text segment includes a domain name code, and the method further includes converting the domain name code into a uniform resource locator of at least one of a product information and a product name associated with the product tag.

18. (Previously Presented) The method of claim 1, wherein the text segments further include a second text segment, and further comprising:

displaying the second text segment in a manner determined by a rule associated with the position of the second text segment within the text segments.

19. (Canceled).

20. (Canceled).

21. (Canceled).

22. (Previously Presented) An apparatus comprising:

a transceiver configured to generate radiation for scanning a product tag and configured to receive, in response to said scanning, information including encoded text segments separated by field separators, wherein the text segments include a first text segment and a separate meta tag having one of one or more associated values, each of the associated values corresponding to a different rule;

a driver configured to convert the received information to obtain the text segments; and  
a parser configured to  
    parse the text segments and identify the first text segment and the meta tag, and  
    display the first text segment, in a manner determined by the rule corresponding  
to the one associated value, on a display device.

23. (Previously Presented) The apparatus of claim 22, further including a meta tag database storing instructions corresponding to the rules corresponding to possible associated values of the meta tag.

24. (Previously Presented) The apparatus of claim 22, wherein the parser is configured to display the first text segment by expanding the first text segment into a hyperlink to a local or remote network site, which allows access to respective information depending on whether wireless local network access supported by the transceiver of the apparatus is available.

25. (Previously Presented) A computer-readable medium having stored thereon computer-executable instructions that, when executed, cause a device to:

    receive information from a product tag in response to scanning the product tag with radiation, the received information including encoded text segments;

    convert the received information to obtain the text segments, the text segments including a first text segment and a separate meta tag having one of one or more associated values, each of the associated values corresponding to a different rule;

    parse the text segments and identify the first text segment and the meta tag; and

    display the first text segment in a manner determined by the rule corresponding to the one associated value.

26. (Previously Presented) The computer-readable medium of claim 25, wherein the product tag is a radio frequency identification tag, and wherein the computer-executable instructions that,

when executed, cause the device to receive information from a product tag comprise instructions that, when executed, cause the device to scan the radio frequency identification tag with radiation originating at the device.

27. (Previously Presented) The computer-readable medium of claim 25, wherein the computer-executable instructions that, when executed, cause the device to receive information from a product tag comprise instructions that, when executed, cause the device to scan the product tag with light.

28. (Previously Presented) The computer-readable medium of claim 25, wherein the meta tag comprises at least one character.

29. (Previously Presented) The computer-readable medium of claim 25, wherein the meta tag consists of one character.

30. (Previously Presented) The computer-readable medium of claim 25, wherein the manner determined by the rule corresponding to the one associated value comprises adding text to the first text segment.

31. (Previously Presented) The computer-readable medium of claim 30, wherein the manner determined by the rule corresponding to the one associated value comprises formatting the first text segment.

32. (Previously Presented) The computer-readable medium of claim 25, wherein the manner determined by the rule corresponding to the one associated value comprises converting the first text segment to a hyperlink to a computer network site.

33. (Previously Presented) The computer-readable medium of claim 32, further including instructions that, when executed, cause the device to:

receive product information from the computer network site.

34. (Previously Presented) The computer-readable medium of claim 32, wherein converting the first segment of text to a hyperlink comprises searching a domain name database for an entry that corresponds to the first text segment.

35. (Previously Presented) The computer-readable medium of claim 25, wherein the computer-executable instructions further include instructions that, when executed, cause the device to determine whether wireless network access is available.

36. (Previously Presented) The computer-readable medium of claim 35, wherein the manner determined by the rule corresponding to the one associated value comprises expanding the first text segment into a hyperlink to a local or remote network site, which allows access to respective information depending on whether the wireless network access is available.

37. (Canceled)

38. (Previously Presented) The computer-readable medium of claim 25, wherein the product tag comprises a radio frequency identification tag.

39. (Previously Presented) The computer-readable medium of claim 25, wherein the text segments include a second text segment and the second text segment includes a domain name code and wherein the computer-executable instructions further include instructions that, when executed, cause the device to convert the domain name code into a uniform resource locator of at least one of a product information and a product name associated with the product tag.

40. (Previously Presented) The computer-readable medium of claim 25, wherein the text segments include a second text segment, and wherein the computer-executable instructions further include instructions that, when executed, cause the device to display the second text segment on the display device in a manner determined by a rule associated with the position of the second text segment within the text segments.